



Hinckley & Bosworth  
Borough Council

*A Borough to be proud of*

FORWARD TIMETABLE OF CONSULTATION AND DECISION MAKING

SCRUTINY COMMISSION

8 DECEMBER 2016

WARDS AFFECTED: ALL WARDS

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## PROGRESS REPORT – LOCAL CLOCKWISE CREDIT UNION PROVISION

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### Report of Deputy Chief Executive – Community Direction

#### 1. PURPOSE OF REPORT

- 1.1 To inform members of progress and impact of our local credit union provision
- 1.2 To secure ongoing member commitment to act as champions.

#### 2. RECOMMENDATION

- 2.1 To note the progress report
- 2.2 To agree to continue to adopt the role of champions in promoting the local credit union provision.

#### 3. BACKGROUND TO THE REPORT

- 3.1 The local authority has worked in partnership with Clockwise Credit Union since 2010, at that time establishing local provision to tackle financial exclusion in our priority neighbourhood areas.
- 3.2 Hinckley and Bosworth BC continues to allocate resources - £10,000 p.a. to secure the services of a part time dedicated Hinckley and Bosworth Credit Union Manager, to oversee arrangements in delivering our local provision.
- 3.3 Established in 1992 Clockwise Credit Union is a credible, responsible and accessible financial co-operative, with over 24 years experienced, providing a wide range of services, and specifically our local offer:
  - Access to banking
  - Access to safe and ethical affordable credit/loans
  - Access to products that support better budgeting/money management advice
- 3.4 Initially, back in 2010, we established a local access point at Earl Shilton Community House, staffed part time by a Clockwise Credit Union officer and trained volunteers, offering one to one advice, information and support via drop in sessions. Alongside

this HBBC staff and community volunteers at Barwell and Wykin Community Houses were trained to deal with initial enquiries, and scheduling of one to one appointments with Credit Union staff.

- 3.5 Monitoring information collated between March 2010 and March 2012, indicated that whilst over this period there was ongoing access via the local access point at Earl Shilton Community House, overtime numbers declined to reach a static position, of on average, 1.5 appointments per week. However, this was tying up at least 50% of the credit union manager's time, in staffing the drop in session provision.
- 3.6 Therefore, based on this evidence, it was subsequently agreed to adopt a revised delivery model going forward, as follows:
- To retain information/advice access points at each of the Community Houses, but not retain the scheduled drop in sessions, and a move to scheduling of appointments based on demand approach
  - Focus resources on stepping up the marketing campaigns, specifically in all priority neighbourhood areas, and ongoing borough wide promotion campaigns, particularly in mitigating the rise in Pay Day and Door Step Lenders
- 3.7 The following provides an overview of the current and ongoing activities to raise the profile and awareness of our local provision, and increase take up:
- i) Ongoing local marketing campaigns including:
    - An article in every edition of Borough Bulletin
    - Regular article in TCP/BID newsletter
    - Regular article in HBBC staff newsletter
    - Inclusion in relevant HBBC mail outs i.e. rents statements
    - Regular mail out via relevant HBBC and partner networks/databases i.e. Voluntary & Community Sector network, Community Relations Forum, Together for Tenants Forum, Older Persons Forum, Community Safety Partnership, Community Houses Newsletters, etc.
  - ii) Targeted marketing campaigns including:
    - Door to door leaflet drop to all priority neighbourhood areas and broader Borough wide multi deprivation hot spot areas
    - Door to door leaflet drop in areas supported by Local Area Coordinators (LACs) in Barwell and Newbold Verdon & Desford
    - Inclusion of promotion leaflets as part of regular Borough campaigns e.g. Community Safety seasonal campaigns
  - iii). Awareness raising activities:
    - Presentations at HBBC staff meetings, Political Party Group meetings, local voluntary and community groups
    - Monthly presence in main reception of Hinckley Hub, advertised to all Hub partners i.e. CAB, SLF, DWP, and regular attendance at HBBC Depot
    - Attendance at key forums/events: SNAP Dragon festival, Community Relations Forums, VCS Development Forums, etc.
  - iv). Physical local access point at Next Generation Community Connects, every Wednesday 10.00am – 1.00pm
- 3.8 Appendix 1 sets out the most recent monitoring data indicating number of members, value of loans, savings, etc. during the period May 2015 to October 2016

- 3.9 As the economic situation continues to impact, Pay Day and Door Step Lending publicity continues to rise and populate all sources of media. Therefore, we need to continue the robust ongoing publicity campaign to remind people that there is a readily available alternative and affordable option, where the package of provision offered via Clockwise now includes in some cases an instance decision for a loan application.
- 3.10 However, successful take up of the credit union provision is reliant on all officers and members continuing to promote this offer to our community at every opportunity. Elected member support is essential in tackling financial exclusion within our communities and Scrutiny members support is sought in championing the provision and engaging the support of all members.

#### 4. EXEMPTIONS IN ACCORDANCE WITH THE ACCESS TO INFORMATION PROCEDURE RULES

- 4.1 This report can be taken in an open session.

#### 5. FINANCIAL IMPLICATIONS (TF)

- 5.1 The council contributes a sum of £10,000 to the credit union which is met from existing budgets.

#### 6. LEGAL IMPLICATIONS (MR)

- 6.1 The Local Government Act 2000 empowers the Council to do anything it considers will promote or improve the economic or social well-being of its area. The Credit Union provision clearly falls within those powers

#### 7. CORPORATE PLAN IMPLICATIONS

- 7.1 The contents of this report relate to and support the following strategic aims:
- Thriving economy
  - Safer and healthier Borough
  - Stronger and distinctive communities

#### 8. CONSULTATION

- 8.1 The established work within our priority neighbourhoods, informed through ongoing engagement and consultation, along with data analysis in support of our anti poverty work streams, plus the quarterly monitoring information collated by Clockwise, provides the evidence base to inform the current delivery model and approach.

#### 9. RISK IMPLICATIONS

- 9.1 It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.
- 9.2 It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer's opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

9.3 The following significant risks associated with this report / decisions were identified from this assessment:

Management of significant (Net Red) Risks		
Risk Description	Mitigating actions	Owner
Net red risk Members of the community falling into further debt by taking up Pay Day and Door Step Lenders options	Ongoing development, delivery and promotion of our local credit union provision, to enable take up of safe and affordable loans and money advice	Edwina Grant

10. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

10.1 The specific purpose of this facility is to provide additional resources to focus on priority need within Hinckley and Bosworth i.e. to work towards eliminating financial exclusion, specifically within the most deprived areas of the Borough, including rural areas.

11. CORPORATE IMPLICATIONS

11.1 By submitting this report, the report author has taken the following into account:

- Community Safety implications
- Environmental implications
- ICT implications
- Asset Management implications
- Procurement implications
- Human Resources implications
- Planning implications
- Data Protection implications
- Voluntary Sector

Background papers: None

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